



**Euromonitor  
International**

# Luxury Goods in China

September 2025

Table of Contents

EXECUTIVE SUMMARY

- Luxury goods in 2025: The big picture
- 2025 key trends
- Competitive landscape
- Retail developments
- What next for luxury goods?

MARKET DATA

- Table 1 - Sales of Luxury Goods by Category: Value 2020-2025
- Table 2 - Sales of Luxury Goods by Category: % Value Growth 2020-2025
- Table 3 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2020-2025
- Table 4 - NBO Company Shares of Luxury Goods: % Value 2020-2024
- Table 5 - LBN Brand Shares of Luxury Goods: % Value 2021-2024
- Table 6 - Distribution of Luxury Goods by Format and Category: % Value 2025
- Table 7 - Forecast Sales of Luxury Goods by Category: Value 2025-2030
- Table 8 - Forecast Sales of Luxury Goods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

- Summary 1 - Research Sources

KEY DATA FINDINGS

2025 DEVELOPMENTS

- Affluent consumers drive growth in experiential luxury
- Luxury hotel groups ensure their growth through bespoke services
- Affluent consumers demand unique luxury experiences

PROSPECTS AND OPPORTUNITIES

- Growing demand for environmentally and socially responsible luxury experiences set to drive expansion
- New luxury hotel openings set to drive growth, with a focus on wellness, exclusivity and culture
- Luxury hotels will adopt sustainable practices to enhance brand integrity

CATEGORY DATA

- Table 9 - Sales of Experiential Luxury by Category: Value 2020-2025
- Table 10 - Sales of Experiential Luxury by Category: % Value Growth 2020-2025
- Table 11 - NBO Company Shares of Experiential Luxury: % Value 2020-2024
- Table 12 - LBN Brand Shares of Experiential Luxury: % Value 2021-2024
- Table 13 - Forecast Sales of Experiential Luxury by Category: Value 2025-2030
- Table 14 - Forecast Sales of Experiential Luxury by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

KEY DATA FINDINGS

2025 DEVELOPMENTS

- Premiumisation and health trend drive growth for luxury spirits
- Solid positions for both domestic and international players in 2024

Growth in fine wines/champagne and spirits through retail e-commerce

## PROSPECTS AND OPPORTUNITIES

Consumers of luxury products to drive demand for premium and artisanal beverages

Luxury brands to prioritise sustainability, technology, and immersive brand experiences

Sales of premium alcoholic drinks will continue to shift to the home environment

## CATEGORY DATA

Table 15 - Sales of Fine Wines/Champagne and Spirits by Category: Value 2020-2025

Table 16 - Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2020-2024

Table 18 - LBN Brand Shares of Fine Wines/Champagne and Spirits: % Value 2021-2024

Table 19 - Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2020-2025

Table 20 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2025-2030

Table 21 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

[Premium and Luxury Cars in China](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Growing demand for sustainable premium and luxury cars drives growth for electric vehicles

Established luxury car brands maintain dominance, and autonomous driving sees advances

Domestic brands are making their presence felt with constant new launches

## PROSPECTS AND OPPORTUNITIES

Growing demand for premium and luxury cars, driven by EVs

New premium and luxury car brands to feature technology and customisation

Premium and luxury car manufacturers will prioritise sustainability features

## CATEGORY DATA

Table 22 - Sales of Premium and Luxury Cars: Value 2020-2025

Table 23 - Sales of Premium and Luxury Cars: % Value Growth 2020-2025

Table 24 - NBO Company Shares of Premium and Luxury Cars: % Value 2020-2024

Table 25 - LBN Brand Shares of Premium and Luxury Cars: % Value 2021-2024

Table 26 - Forecast Sales of Premium and Luxury Cars: Value 2025-2030

Table 27 - Forecast Sales of Premium and Luxury Cars: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

[Personal Luxury in China](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Designer apparel and footwear (ready-to-wear)

Luxury eyewear

Luxury jewellery

Luxury leather goods

Luxury wearables electronics

Luxury timepieces

Luxury writing instruments and stationery

Super premium beauty and personal care

## PROSPECTS AND OPPORTUNITIES

Sustainability to drive growth in personal luxury through innovation

Personal luxury brands to ensure transparency through digital means, and maintain cultural relevance strategies

Affluent consumers to demand personalisation, and a greater range of retail options

## CATEGORY DATA

Table 28 - Sales of Personal Luxury by Category: Value 2020-2025

Table 29 - Sales of Personal Luxury by Category: % Value Growth 2020-2025

Table 30 - NBO Company Shares of Personal Luxury: % Value 2020-2024

Table 31 - LBN Brand Shares of Personal Luxury: % Value 2021-2024

Table 32 - Distribution of Personal Luxury by Format: % Value 2020-2025

Table 33 - Forecast Sales of Personal Luxury by Category: Value 2025-2030

Table 34 - Forecast Sales of Personal Luxury by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/luxury-goods-in-china/report](https://www.euromonitor.com/luxury-goods-in-china/report).